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U.S. Creative Industries Highlight International Challenges to Copyright Protection and Market Access

IIPA Requests that U.S. Government Work with Trading Partners to Strengthen Copyright Protection, Improve Enforcement Against Online Piracy, and Open Foreign Markets for the U.S. Creative Industries

Organization Recommends Nine Countries for USTR’s Priority Watch List, Including Argentina, Chile, China, India, Indonesia, Mexico, Russian Federation, South Africa, and Vietnam, and 11 More for USTR’s Watch List

Washington, D.C.—Today, leading U.S. creative industries urged the U.S. government to take steps to boost U.S. economic growth and job creation and retention by ensuring our trading partners maintain high standards for copyright protection and market access for American music, movies, television, literary works, video games, and other copyrighted materials. The International Intellectual Property Alliance® (IIPA®) submitted its annual comments to the Office of U.S. Trade Representative (USTR) in the “Special 301” process and demonstrated the need for strong international copyright laws and effective enforcement measures. Likewise, ensuring that these countries eliminate other discriminatory and restrictive barriers to their marketplaces fuels the contributions of the creative industries to the digital economy in the U.S. and around the world. While some benefits of the creative economy, such as cultural enrichment, cannot be quantified, a [recent report](#) that measured the creative industries’ contributions to the U.S. economy found the following:

- \$1.8 trillion in economic output;
- over 9 million well-paying American jobs, or 5.53% of total domestic private employment; and
- significant contributions to the U.S. digital economy, including over \$1.2 trillion of value added (52% of the entire U.S. digital economy) and over 48% of employment in the digital economy, even though the U.S. government’s definition of the digital economy does not encompass the full range of the copyright industries’ digital activities.

IIPA’s submission focuses on several key markets and makes the following recommendations:

IIPA 2025 Special 301 Recommendations	
Priority Watch List	Watch List
Argentina	Belarus
Chile	Brazil
China	Canada
India	Colombia
Indonesia	Morocco
Mexico	Nigeria
Russian Federation	Switzerland
South Africa	Taiwan
Vietnam	Thailand
	United Arab Emirates
	Uruguay
9	11

IIPA Executive Director Kevin M. Rosenbaum stated: “The Special 301 process identifies the improvements key U.S. trading partners need to make to enhance the growth and competitiveness of domestic creative industries. The importance of this process continues to increase as new barriers and forms of piracy emerge in markets around the world, specifically within the digital environment. Opening markets through Special 301 and other trading tools makes the U.S. economy stronger and



improves the U.S. trade balance. When our trading partners improve their legal and enforcement frameworks, more American jobs are created, which in turn boosts U.S. economic output.”

Rosenbaum concluded, “From the time Special 301 was initiated in 1989 to today’s complex era of online infringement, IIPA has highlighted the need to improve copyright protection and enforcement and eliminate market access barriers. IIPA commends USTR and its interagency partners for continuing to ensure Special 301 fosters positive change for the creative industries.”

The full report and more materials can be found at <https://iipa.org/reports/special-301-reports/>. For more information, contact IIPA at (202) 968-4472 or at info@iipa.org.

About the IIPA: IIPA is a private sector coalition, formed in 1984, of trade associations representing U.S. copyright-based industries working to improve copyright protection and enforcement abroad and to open foreign markets closed by piracy and other market access barriers. Members of the IIPA include Association of American Publishers (www.publishers.org), Entertainment Software Association (www.theesa.com), Independent Film & Television Alliance (www.ifta-online.org), Motion Picture Association (www.motionpictures.org), and Recording Industry Association of America (www.riaa.com). Collectively, IIPA’s five member associations represent over 3,200 U.S. companies producing and distributing copyrightable content. The materials produced and/or distributed by IIPA-member companies include: video games for consoles, handheld devices, personal computers, and online; motion pictures and television programming distributed in all formats (including cinema, television, online, mobile, DVD, etc.); music recorded in all formats (from digital files to CDs and vinyl) for streaming and other online services, as well as broadcasting, public performance, and synchronization in audiovisual materials; and fiction and non-fiction books, educational, instructional and assessment materials, and professional and scholarly journals, and databases.